

Spanjer

METAL
LETTERS



..... **SPANJER BROTHERS • INCORPORATED**

1158 NORTH HOWE STREET • CHICAGO 10, ILLINOIS

267 MOUNT PLEASANT AVENUE • NEWARK 4, NEW JERSEY



Courtesy, The Austin Company, Chicago

Courtesy,
Rippel Architectural Metals, Inc., Chicago

SPANJER

BROTHERS

The Best in Raised Letters

SINCE 1896

Courtesy, Wallie Werr Co., Tulsa, Oklahoma



Courtesy, Federal Enterprises, Inc.,
Chicago

• • • • • **a complete reference source** • • • • •

This guide book is intended as a handy reference source for information about styles, sizes, finishes and prices of Spanjer-made metal letters.

Here in one compact booklet you have all the facts you need to provide a complete metal letter service. Everything from actual photographs, drawings, and specifications of popular letter styles, to detailed installation instructions is included.

Spanjer Brothers has prepared this booklet to give you an easy-to-read, yet useful metal letter Catalog and Price List. Use this guide regularly—Your customers will appreciate the extra value of the fine prestige-building Spanjer line of authentic metal letter styles.



No. 201

FUTURA STYLE

FLAT FACED

Here's a letter style modern as its name implies. Extra boldness of face and greater depth make this type easy to read. Suitable for all sign needs. Can be erected in any manner. Adaptable for neon.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 5/8"	7/16"	1/2"	\$2.00	\$2.50	\$2.50	\$2.50	\$3.00	\$3.80	\$4.40
3"	2 7/16"	5/8"	5/8"	2.70	3.20	3.20	3.20	4.00	5.00	5.90
4"	3 1/4"	13/16"	3/4"	3.30	3.80	3.80	3.80	4.80	6.30	7.20
5"	4 1/8"	1 1/16"	7/8"	3.80	4.60	4.60	4.60	5.70	8.00	9.00
6"	4 7/8"	1 1/4"	1"	4.70	5.50	5.50	5.50	6.90	11.00	12.40
8"	6 1/2"	1 11/16"	1 1/4"	6.30	7.40	7.40	7.40	9.20	13.80	15.00
10"	8 1/4"	2 1/8"	1 1/2"	8.60	10.00	10.00	10.00	12.50	20.00	22.00
12"	9 3/4"	2 1/2"	1 3/4"	11.00	13.00	13.00	13.00	16.00	27.50	29.50
14"	11 3/8"	2 5/16"	2"	13.00	15.00	15.00	15.00	18.80	32.50	34.50
16"	13"	3 3/8"	2 1/4"	16.00	19.00	19.00	19.00	23.00		
18"	14 3/4"	3 13/16"	2 1/2"	21.50	25.00	25.00	25.00	30.00		
20"	16 1/2"	4 1/4"	3"	28.50	33.00	33.00	33.00	39.00		
24"	19 1/2"	5 1/8"	3"	36.50	43.00	43.00	43.00	51.00		

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges



No. 103

EGYPTIAN STYLE

FLAT FACED

Styled for conservative and distinctive identifications.

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4"	1"	1/2"	\$3.70	\$4.70	\$4.70	\$4.70	\$5.80	\$7.40	\$8.30
8"	6"	1 1/8"	5/8"	5.50	6.90	6.90	6.90	8.50	9.60	10.80
10"	7"	1 1/16"	5/8"	7.00	9.00	9.00	9.00	11.00	13.00	14.60
12"	8"	1 1/16"	9/16"	8.70	11.00	11.00	11.00	13.50	18.00	20.00

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

SPANJER
LETTERS
SELL
THEMSELVES

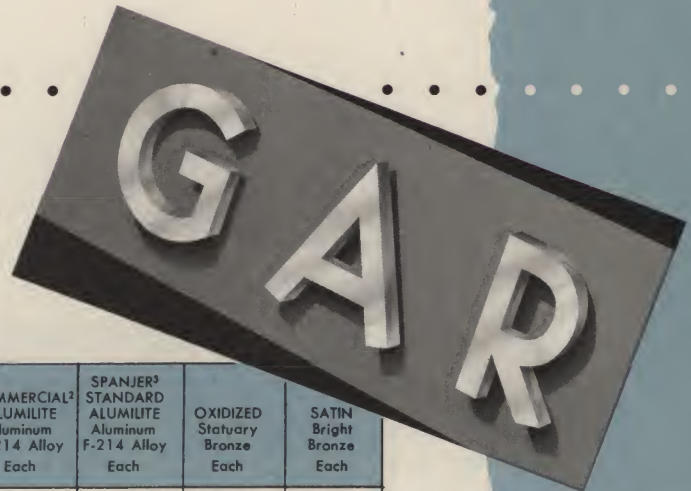
See pages 14 and 15 for mounting methods

No. 101

KABEL STYLE

FLAT FACED

A popular and widely used design for most sign needs. Ideal for truck panel advertising, building identifications, etc. Not recommended for base strip mounting.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1½"	¼"	¼"	\$1.60	\$2.00	\$2.00	\$2.00	\$2.50	\$3.00	\$3.30
3"	2"	½"	¼"	2.00	2.60	2.60	2.60	3.30	3.60	4.00
4"	2¾"	⅝"	¼"	2.30	3.00	3.00	3.00	4.00	4.40	5.00
5"	3½"	¾"	½"	2.90	3.70	3.70	3.70	4.80	5.60	6.30
6"	4"	⅞"	½"	3.20	4.00	4.00	4.00	5.40	6.40	7.20
8"	5"	1¼"	⅝"	4.80	6.00	6.00	6.00	7.80	8.50	9.50
10"	7"	1⅝"	¾"	6.30	8.00	8.00	8.00	10.00	11.40	12.80
12"	8"	1⅞"	¾"	7.60	9.60	9.60	9.60	12.00	15.60	17.30
14"	9"	2"	¾"	9.00	11.50	11.50	11.50	14.50	19.00	21.00
16"	11"	2¼"	¾"	10.70	13.60	13.60	13.60	17.00	23.00	26.00
18"	12"	2½"	1"	14.00	18.00	18.00	18.00	22.00	28.00	32.00
20"	13"	2⅞"	1⅝"	17.60	23.00	23.00	23.00	28.00	33.00	38.00

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

No. 108

BROADWAY STYLE

FLAT FACED

A distinctively modern style popular in many parts of the country.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COM-MERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
3"	2½"	⅝" - ¾"	⅝"	\$2.00	\$2.50	\$2.50	\$2.50	\$3.20	\$3.75	\$4.20
6"	6"	1⅞" - 2"	¾"	3.80	4.70	4.70	4.70	6.00	6.90	8.00
8"	8"	2¼" - 2½"	¾"	6.00	7.40	7.40	7.40	9.00	10.00	11.00
10"	10"	2⅝" - 2¾"	¾"	8.00	9.80	9.80	9.80	12.00	14.00	15.50
12"	12"	2¾" - 3"	¾"	9.70	11.60	11.60	11.60	14.50	17.30	19.00
16"	13"	3⅞" - 4"	1"	14.00	17.00	17.00	17.00	21.00	27.50	31.50

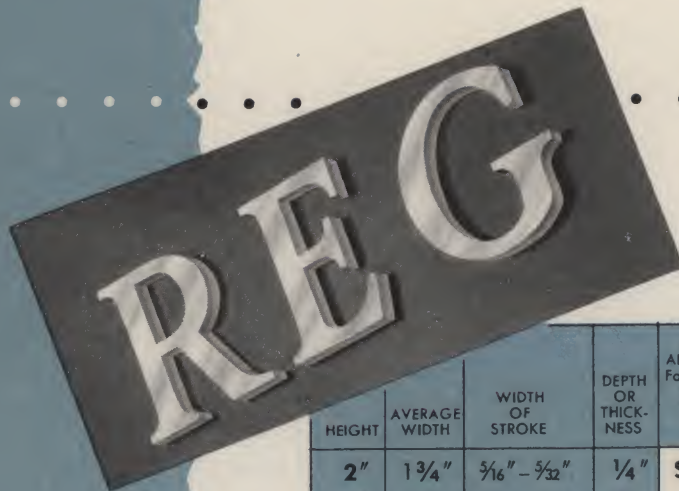
1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

SPANJER
SELLS THRU
THE SIGN
TRADE

Sell Metal Letters for Truck Signs



No. 204

GARAMOND STYLE

FLAT FACED

A popular classic design used extensively for banks and public building identification. Does a dignified job for all sign needs.

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COM-MERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 3/4"	5/16" - 5/32"	1/4"	\$2.50	\$2.80	\$2.80	\$2.80	\$3.40	\$4.00	\$4.50
3"	2 1/2"	1/2" - 1/4"	3/8"	2.90	3.40	3.40	3.40	4.00	4.80	5.40
4"	3 3/4"	1 1/16" - 5/16"	3/8"	3.60	4.00	4.00	4.00	5.20	6.00	6.80
5"	4 1/8"	1 3/16" - 3/8"	1/2"	4.00	4.90	4.90	4.90	6.00	7.20	8.20
6"	5"	1" - 7/16"	5/8"	5.00	5.90	5.90	5.90	7.20	8.50	9.70
8"	6 5/8"	1 5/16" - 5/8"	3/4"	6.80	8.00	8.00	8.00	9.80	11.30	13.00
10"	8 1/4"	1 5/8" - 3/4"	3/4"	9.00	10.30	10.30	10.30	12.80	15.00	17.00
12"	10"	2" - 7/8"	1"	11.00	12.60	12.60	12.60	15.50	18.60	21.00
15"	12 1/2"	2 1/2" - 1 1/8"	1 1/8"	15.00	17.00	17.00	17.00	21.00	25.00	29.00
18"	15"	3" - 1 3/8"	1 1/2"	23.00	26.50	26.50	26.50	31.50	37.00	42.00
20"	16 1/2"	3 3/8" - 1 1/2"	1 1/2"	28.00	33.00	33.00	33.00	39.00	44.00	49.00
24"	20"	4" - 1 3/4"	1 3/4"	36.00	43.00	43.00	43.00	50.00	60.00	66.00

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges



No. 203

BETON STYLE

FLAT FACED

A design especially suitable where extra boldness is desired. Attractive and eye catching.

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COM-MERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4 1/2"	1 5/8" - 1"	3/8"	\$5.80	\$6.70	\$6.70	\$6.70	\$8.00	\$13.80	\$14.60
8"	6"	2 1/8" - 1 3/16"	1/2"	7.80	9.00	9.00	9.00	11.60	17.00	19.50
9"	6 3/4"	2 3/8" - 1 1/4"	3/4"	10.00	11.80	11.80	11.80	14.00	21.00	24.00
10"	7 1/2"	2 5/8" - 1 3/8"	5/8"	10.00	11.80	11.80	11.80	14.00	21.00	24.00
12"	9"	3 1/2" - 1 3/4"	3/4"	12.50	14.50	14.50	14.50	17.00	26.00	30.00
15"	12"	4" - 2"	1"	17.00	19.60	19.60	19.60	23.00	38.00	44.00
18"	13 1/2"	4 3/4" - 2 1/2"	1 1/4"	26.00	30.00	30.00	30.00	35.00	56.00	60.00

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

LOOK TO
SPANJER'S
FOR SIGNS
THAT SELL

Spanjer Metal Letter Signs Stand Out

No. 104

ARCHITECTURAL STYLE

PRISMATIC FACED

There's selling magic in this original classic design. The prismatic face contour and authentic styling put dignity and prestige into signs for banks and public buildings.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
3"	3"	1/2" & 1/4"	3/8"	\$2.80	\$3.20	\$4.90	\$5.80	\$5.00	\$7.00
4"	4"	5/8" & 3/8"	3/8"	3.50	4.00	6.00	7.20	6.00	8.00
5"	4 1/2"	3/4" & 7/16"	1/2"	4.30	4.90	7.00	8.50	7.00	9.50
6"	5 1/2"	7/8" & 1/2"	3/4"	5.00	5.80	8.30	10.00	8.90	10.40
8"	7 1/2"	1 1/8" & 5/8"	3/4"	6.90	7.80	11.00	13.20	10.40	14.80
10"	9 1/2"	1 3/8" & 7/8"	3/4"	9.00	10.00	14.00	16.80	14.40	18.00
12"	11 1/2"	1 1/2" & 3/4"	3/4"	10.60	12.00	16.80	20.00	19.00	22.80
14 1/2"	14"	1 7/8" & 1 1/16"	3/4"	13.00	15.00	20.00	24.00	22.00	28.00
15 1/2"	15"	2 3/16" & 1 5/16"	3/4"	14.70	16.80	22.70	27.00	28.00	34.00
18"	17"	2 5/8" & 1 5/16"	3/4"	18.00	21.50	30.00	36.00	37.00	44.00
20"	18"	2 5/8" & 1 3/8"	3/4"	25.00	28.00	38.00	45.00	50.00	62.00
24"	21"	2 13/16" & 1 1/8"	3/4"	34.00	38.00	54.00	63.00	85.00	100.00

No. 202

GOTHIC STYLE

FLAT FACED

A modern conservative design extremely easy to read at long range. Signs and legends in this style give a smooth and pleasing effect.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4"	1 1/8"	3/4"	\$3.90	\$4.70	\$4.70	\$4.70	\$6.00	\$8.00	\$9.00
9"	6"	1 5/8"	1"	6.80	8.00	8.00	8.00	10.30	12.50	14.00
12"	8"	2 1/4"	1 1/8"	8.80	10.50	10.50	10.50	13.30	17.80	19.80
15"	10"	2 3/4"	1 3/8"	11.70	14.00	14.00	14.00	17.80	29.00	32.00
18"	12"	3 1/4"	1 3/8"	16.00	19.50	19.50	19.50	24.00	36.50	40.00
24"	16"	4 3/8"	1 3/4"	28.00	35.00	35.00	35.00	42.00		
30"	20"	5 1/2"	3"	43.00	58.00	58.00	58.00	68.00		

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

SPANJER
BROS.
SINCE
1896

Boost Your Profits... With Metal Letter Signs

No. 107

ROMAN STYLE

ROUND FACED



This long-time favorite design has been popularized by its use on national chain store signs. Its round face contour, when gold leafed or enamelled, is striking when highlighted from any light source, day or night.

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	POLISHED Bright Bronze Each
4"	4"	1" & 3/8"	5/8"	\$4.60	\$5.40	\$6.70	\$8.00	\$7.50	\$9.60
5"	5"	1 5/16" & 7/16"	3/4"	5.20	6.00	7.50	9.00	9.00	11.50
6"	7 1/2"	1 1/2" & 1/2"	3/4"	5.80	6.90	8.50	10.00	11.40	14.00
8"	10"	1 7/8" & 5/8"	3/4"	8.00	9.30	11.40	13.60	14.40	17.60
10"	12"	2 1/2" & 3/4"	3/4"	10.00	12.00	14.00	17.00	17.00	20.00
12"	14"	2 3/4" & 3/4"	3/4"	11.60	13.60	16.50	19.60	24.00	28.00
14"	11"	2 5/8" & 1"	1 3/16"	14.00	16.00	20.00	24.00	30.00	36.00
16"	18"	3 3/4" & 1 5/8"	3/4"	16.00	18.80	23.00	28.00	34.00	40.00
18"	14"	4" & 1 3/8"	1 3/8"	19.00	22.00	28.00	33.00	44.00	50.00
20"	21"	4 1/8" & 1 3/4"	1 3/8"	28.00	32.00	38.00	45.00	50.00	62.00
24"	18"	4 1/2" & 2 1/4"	1 3/8"	33.00	39.00	49.00	56.00	76.00	90.00
24"	22"	5 1/4" & 2 1/8"	1 3/4"	33.00	39.00	49.00	56.00	76.00	90.00
30"	26"	6" & 2 1/2"	1 1/4"	40.00	50.00	60.00	70.00	100.00	124.00

No. 102

EGYPTIAN STYLE

ROUND FACED



Styled for conservative identification where round face or gold leaf finish is desired.

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	POLISHED Bright Bronze Each
6"	4"	1"	3/4"	\$5.00	\$5.80	\$8.30	\$10.00	\$8.90	\$11.40
8"	6"	1 1/4"	3/4"	7.00	7.80	11.00	13.20	11.40	14.80
10"	7"	1 1/16"	3/4"	9.00	10.00	14.00	16.80	14.50	18.00
12"	8"	1 3/4"	3/4"	10.60	12.00	16.80	20.00	19.00	22.00
14"	10"	2 1/4"	3/4"	13.00	15.00	20.00	24.00	22.00	28.00

USE
SPANJER
METAL
LETTERS

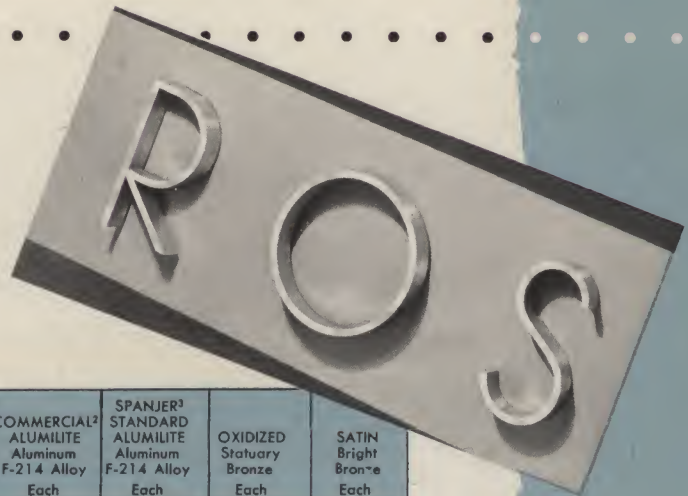
Spanjer Can Make Special Styles to Your Order

No. 105

RIBBON STYLE

FLAT FACED

A modern style especially suited for smaller signs. Its graceful styling and slender face dimensions give soft, dignified appearance.



HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	SPANJER ³ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 1/2"	1/8"	1/2"	\$2.00	\$2.30	\$2.30	\$2.30	\$3.00	\$3.40	\$4.00
3"	2"	3/16"	3/4"	2.40	3.00	3.00	3.00	3.70	4.30	5.20
4"	2 3/4"	1/4"	3/4"	2.90	3.50	3.50	3.50	4.50	5.40	6.30
5"	3 1/2"	1/4"	3/4"	3.30	4.00	4.00	4.00	5.20	6.60	7.60
6"	4"	1/4"	3/4"	3.70	4.60	4.60	4.60	6.00	7.60	8.80
8"	5"	3/16"	7/8"	5.30	6.60	6.60	6.60	8.40	10.00	11.30
10"	7"	3/8"	1"	7.00	8.50	8.50	8.50	10.80	13.50	15.00
12"	8"	3/8"	1 1/8"	8.40	11.50	11.50	11.50	14.50	17.60	19.80

1—Two Colors—add 10%

2—Satin faces—as cast edges

3—Buffed faces—filed and ground edges

Special

RIBBON STYLE

FLAT FACED

Deep ribbon style letters (see illustration at right) can be fabricated, or formed from extruded bar stock. Letters are made in alumilite aluminum and satin finish bronze or brass, with a 1/4" or 3/8" face. Standard depths are 2", 2 1/2", 3" and 4".

Write for prices giving complete details, please.



SPANJER
LETTERS
ARE QUALITY
MADE

Spanjer Letters Build More Sales for You

LETTERS FOR TRUCKS



Smital's letters are 28" and 9" in script. FLOWERS in 4" special style, address and phone in 3" stock Futura style.



State Roofers uses stock design No. 101 Kabel letters as shown on Page 3.

Continental Coffee has equipped its entire fleet of more than 50 trucks with 5" aluminum letters.



ROLLING BILLBOARDS

Truck panels offer valuable advertising space.

Laundries, cleaners, contractors, moving and storage companies, florists, meat-packers, coffee companies and other commercial vehicle fleet operators are excellent metal letter sign prospects.

Progressive fleet owners use Spanjer raised metal letters on their "rolling billboards" be-

cause metal letters stand out—project mere words into powerful sales stimulators.

What's more, Spanjer metal letters are economical. Metal letters can be removed when trucks are repainted or traded in for new models—many original sets are still in service after having been transferred from model to model, year after year.

STRIP LETTERS

Hubert W. White Inc.

CUT OUT METAL LETTERS

Looking for a way to give your clients low-cost special scripts or logotypes? Here's Spanjer's popular answer . . . cut out metal letters. Made from sheet aluminum, bronze, or brass—in their natural finishes, or enameled, cut out letters make it possible to have individual designs, signatures, etc. reproduced in raised metal letters at a price to meet almost any budget. Submit designs and sizes when asking for price quotation, please.

TABLETS AND NAME PLATES

Spanjer's craftsmen can turn out special cast aluminum or bronze tablets and nameplates quickly and economically. Submit your designs for free estimates. Specify size, copy, and quantity.



**SPANJER
BROS.
Your
LETTER SHOP**

There is no Substitute for Spanjer's Know-How!

SPECIAL DESIGN CAST LETTERS

ALUMINUM OR BRONZE

Letters of a special design, size, depth or face contour can be economically cast at Spanjer Bros.

Letters can be detailed from architect's blueprints by our draftsmen trained in letter designing . . . or produced directly from your full size drawings.

Spanjer-made special metal letters can be made for less because of our savings in pattern making costs. Spanjer patterns are made in our own large wood letter plant by skilled pattern makers, using equipment specially designed for speedy and low cost production of wood letters and casting patterns.

Submit design and specifications for prompt quotations.



Dr. Scholl's store in Detroit uses 36" cast aluminum letters, channel faced for neon and 10" cut-out aluminum letters mounted to black carrara glass.



Westinghouse sign is made up of 24" and 14" x 2" deep alumilited aluminum letters in their logotype style, mounted to an aluminum channel.

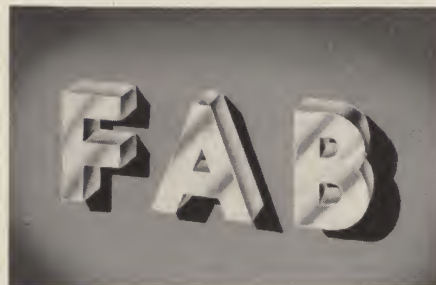
Courtesy, Rippel Architectural Metals, Inc., Chicago

THE
BEST IN
METAL
LETTERS

Special Cast Metal Letters — Low Priced, Too!

STAINLESS STEEL *Fabricated Letters*

- NEW... MODERN
- LONG LASTING
- UNLIMITED STYLING
- ANY SIZE... ANY DEPTH
- MINIMUM MAINTENANCE
- ECONOMICAL
- FOR EXPOSED OR CONCEALED NEON



HEIGHT	2" DEPTH Each	2½" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$13.00	\$13.50	\$14.00	\$16.00
8"	15.00	15.50	16.00	18.00
10"	17.00	17.50	18.00	20.00
12"	20.00	20.00	21.00	24.00
14"	24.00	24.00	25.00	28.00
15"	26.00	26.00	27.50	31.00
16"	28.00	28.00	30.00	33.00
18"	34.00	34.00	34.00	38.00
20"	40.00	40.00	40.00	45.00
24"	50.00	50.00	50.00	55.00
30"	63.00	65.00	65.00	74.00
36"	80.00	82.00	83.00	92.00

Above prices apply to letters in Futura, Gothic, Broadway and similar styles — No. 4 finish — 18-8 alloy. Write for prices on letters larger than 36" high and more than 4" in depth.

● FABRICATED LETTERS

Fine quality fabricated stainless steel letters are available for quick shipment from Spanjer's. Correctly engineered, well braced, built of 18 and 20 gauge stainless, they make a beautiful and permanent sign job.

Built by experienced sheet metal workers, all letters have straight edges and flat, buckle-free faces, with all surfaces carefully polished — gleaming and flawless. The letters can be made in any of the standard Spanjer letter styles listed above, or in any special style from your patterns. Hardware as shown on Page 13 is included.

For fabricated stainless steel letters of sturdy construction and quality workmanship specify Spanjer.

◀ Spectacular effect is created with 84" and 60" high by 14" deep stainless steel letters employing concealed neon for the wall mounted sign. The smaller letters which are base mounted and equipped with exposed neon are 28" and 20" high by 6" deep.

Courtesy, Wallie Werr Co., Tulsa, Oklahoma.



See Page 13 for Additional Information

BRASS OR BRONZE

AND

STAINLESS STEEL WITH PORCELAIN FACES



- SATIN FINISH
CLEAR LACQUERED
- DARK OXIDIZED

- STAINLESS STEEL EDGES
- COLORFUL FACES
- MINIMUM MAINTENANCE



HEIGHT	2" DEPTH Each	2½" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$15.00	\$15.50	\$16.00	\$18.50
8"	17.00	17.50	18.50	20.00
10"	19.50	20.00	21.00	23.00
12"	23.00	23.00	24.00	27.50
14"	27.50	27.50	29.00	32.00
15"	30.00	30.00	31.50	35.00
16"	32.00	32.00	34.50	38.00
18"	38.00	39.00	39.00	43.50
20"	43.50	44.50	46.00	51.50
24"	55.00	56.00	57.50	63.00
30"	72.00	74.00	75.00	85.00
36"	92.00	94.00	95.00	105.00

Above prices cover bronze letters or letters of stainless with porcelain faces, in Futura, Gothic, Broadway and similar styles.

Write for prices on letters larger than 36" height and greater than 4" depth.

• STAINLESS STEEL WITH PORCELAIN FACES

Spanjer's takes pride in the way it combines the richness and permanence of stainless steel with colorful contrasting faces of porcelain enamel. Any color you select can be combined with stainless steel edges to make exceptionally eye-catching, attractive signs.

Special logotype letters with stainless steel edges and porcelain enamel faces projected from the wall and equipped with concealed neon, shows the versatility of the combination of these materials.

Courtesy, Triangle Sign Co., Chicago.

• BRASS OR BRONZE

Always a favorite because of their rich, dignified appearance, fabricated brass or bronze letters are a Spanjer specialty. Spanjer furnishes brass or bronze letters in dark statuary finish, requiring a minimum of maintenance, or in soft satin color with protective coating of exterior grade clear lacquer.

See Page 13 for Additional Information



FABRICATED SHEET METAL LETTERS

- CAREFULLY ENGINEERED
- QUALITY BUILT
- ANY SIZE... ANY STYLE
- BONDERIZED
- BAKED ENAMEL
Any Color



HEIGHT	2" DEPTH Each	2½" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$10.00	\$10.00	\$10.50	\$11.00
8"	11.00	11.00	11.50	12.00
10"	12.00	12.00	12.50	13.00
12"	12.50	12.50	13.00	14.00
14"	15.00	15.00	15.50	16.50
15"	16.00	16.00	16.50	17.50
16"	18.00	18.00	18.50	19.50
18"	21.00	21.00	21.00	22.00
20"	25.00	25.00	25.00	26.00
24"	31.00	31.00	31.00	32.00
30"	41.00	41.00	41.00	42.00
36"	52.00	52.00	52.00	53.00

Above prices cover letters in Futura, Gothic, Broadway and similar styles, bonderized and finished in baked enamel, any color. For two color jobs with faces and edges in contrasting color, add 10%.

Write for prices on letters larger than 36" height and greater than 4" depth.

● FABRICATED STEEL LETTERS BAKED ENAMEL

Any size or style fabricated steel letter can be turned out quickly and economically by Spanjer sheet metal craftsmen. Sturdy construction, plus careful attention to design and finish are a must at Spanjer's.

Bonderized and galvanized — completely finished in bright glossy baked enamel—ready to install—in your choice of a wide range of colors, these letters are available at low prices listed above.

Quality made, with clean, straight edges and flat, buckle-free faces, these letters are attractive, long lasting, yet most economical—the perfect answer for any sign job requiring metal letters in color.

Sheet metal letters in baked enamel finish do an excellent signing job for the Triangle Motors Co.

Courtesy, Midwest Outdoor Advertising Co., Casper, Wyo.



— See Opposite Page for Additional Information

GENERAL INFORMATION ON ALL FABRICATED LETTERS

as Listed on Pages 10, 11, and 12

- Prices listed on Pages 10, 11 and 12 cover letters in Futura, Gothic, Broadway or similar plain styles with flat faces (inverted channel as shown in Fig. 1 below) from our stock patterns of full sized drawings furnished by you.

- **PRICES SHOWN IN BOLD TYPE** indicate recommended letter depths for their respective heights.

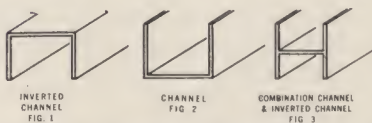
- **FANCY STYLES** such as Script, Roman, Architectural and similar types, or plain styles having spurs (serifs), can be furnished for approximately 50% additional to the prices listed on pages 10, 11 and 12. For an accurate quotation please send us your scaled sketch or blue print giving complete information.

- **NORMAL WIDTH** of letters are not to exceed 75% of their height.

EXTENDED letters having a square dimension such as 12" x 12" can be furnished for 10% additional.

WIDER than square letters will be charged according to their greater dimension.

- **NEON CHANNEL LETTERS**—In addition to the **FLAT FACED** letters as shown in Fig. 1 and priced on the opposite page, letters can be furnished with a channel face as shown in Fig. 2 for 10% additional. The combination channel and inverted channel as shown in Fig. 3 can be furnished for 50% additional.



- **NEON ELECTRIC HOUSING** and riser holes for single line neon can be included for an additional cost of \$1.50 per letter provided their exact locations are indicated on your full size drawings.

Write for prices when closed backs, service doors or special fasteners for projected letters with concealed neon are needed.

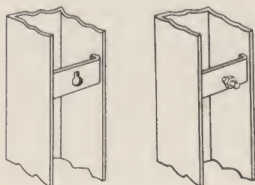
- **BASE MOUNTING**—When letters are to be erected on a cornice, awning bar or similar horizontal surface, a more rigid construction is required. The additional cost is as follows:

6" to 10" inc. \$2.00 per letter additional
12" to 24" inc. \$3.00 per letter additional
25" to 36" inc. \$4.00 per letter additional

Round bottom letters such as "O", "C", etc. are equipped with saddles at bottoms as shown in illustration at right.



- **FASTENERS**—Fabricated letters listed on Pages 10, 11 and 12 are furnished with keyhole straps and expansive screw anchors and fasteners for removable mounting, or with 1" long brass studs and nuts for attaching to background panels. See illustration at left.



- **DRAWINGS**—The prices on Pages 10, 11 and 12 are for letters fabricated according to your own full size drawings but similar to the plain designs listed below the price columns.

However, should you desire to have us make the full drawings, an accurate sketch, facsimile or blueprint is required and a charge of 20c per upright inch of letter will be applied for the plain styles—with minimum charge—\$2.00 per letter.

For fancy styles and script, 26c per upright inch—minimum charge—\$3.00 per letter.

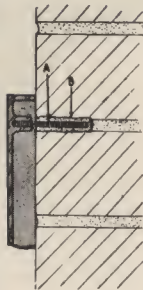
For the Best in Fabricated Letters — Specify Spanjer

EVERYTHING
IN
METAL
LETTERS

FASTENING METHODS for metal letters

• • • • • TYPE FM-1 • • • • •

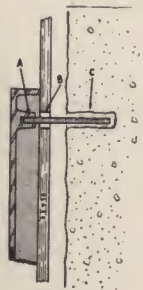
Flush Mounting to Masonry.



Install brass studs (A) into tapped lugs on backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes (B) 2" deep into masonry. Fill holes with quick setting cement and press studs projecting from backs of letters into cement filled holes.

• • • • • TYPE FM-2 • • • • •

Flush Mounting to Structural Glass



Install brass studs (A) into tapped lugs on backs of letters. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (B) and $\frac{3}{8}$ " diameter holes approximately 2" deep in masonry (C). Fill holes in masonry with quick setting cement and press letters with projecting studs into place.

So that the cement may be inserted into holes in masonry, close up the space between glass and masonry by applying mastic cement around the holes before setting glass in place. It is advisable that holes in glass be drilled at the factory and that holes in masonry be drilled before glass is set.

• • • • • TYPE FM-3 • • • • •

*Friction Type Mounting to Wood Backgrounds
Not Accessible from the Back.*



Install brass studs (A) into tapped lugs on backs of letters. Drill holes into background with No. 13 drill in positions corresponding with studs (A) projecting from backs of letters. Place letter in position and, with equal pressure to prevent binding, force studs into holes already drilled in background.

• • • • • TYPE BM-4 • • • • •

Metal Base Mounting



Letters for this type of mounting can be furnished with flat ground bottom edges having tapped holes, for a small additional cost. Layout and properly space letters on bench or floor. Mark, drill and countersink holes in metal base corresponding to positions of holes in bottom of letters and fasten with flat head brass machine screws.

The following styles are suitable for base mounting: No. 201 Futura, No. 105 Ribbon, No. 108 Broadway, No. 202 Gothic, No. 203 Beton and No. 204 Garamond. Write for prices if you desire us to furnish the letters completely assembled to bars or channels.

• • • • • TYPE FM-5 • • • • •

Horizontal Metal Bar Mounting to Masonry



Attach letters to metal bars (A) with flat head brass machine screws.

Place assembled sign against wall and indicate in spaces between letters positions for screw anchors (B) and screw holes in metal bars. Remove sign, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and $3/16$ "

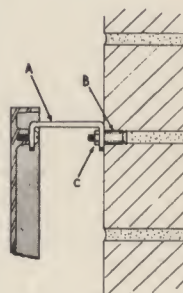
holes through metal bars at indicated positions. Expand screw anchors (B) into masonry holes and affix sign to wall with No. 10/24 flat head brass machine screws.

NOTE: Expansion bolts may be substituted for screw anchors.

When ordering specify if letters are to be used for this type of mounting. Write for prices if you desire us to furnish the letters completely assembled to bars or channels.

• • • • • TYPE PM-6 • • • • •

Projected Mounting to Masonry



Attach extension irons (A) to backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and set expansion bolts (B). Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (C).

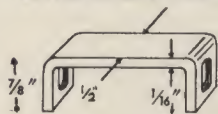
**BUY
SPANJER
METAL
LETTERS**

Spanjer Letters Are Easy to Install

FASTENING METHODS for metal letters

FASTENERS

STAINLESS STEEL EXTENSION IRONS



1 1/2" long	\$0.20 ea.
2" long24 ea.
3" long26 ea.
4" long30 ea.

BRASS STUDS INCLUDING NUTS

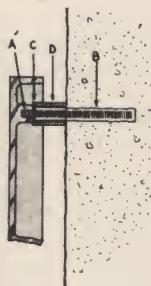
	10/24	1/4-20
3/4" long	\$.08	\$.08 each
1" long	.08	.08 each
1 1/2" long	.10	.10 each
2" long	.10	.12 each
3" long	.12	.14 each
Over 3"	.08	.08 per in.

EXPANSION BOLTS

	Per 100	Less than 100
3/16" x 1"	\$10.40	\$.14 each
1/4" x 1 1/4"	13.80	.18 each

TYPE PM-8

Projected Mounting to Masonry.

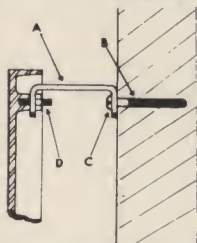


Install studs (A) into tapped lugs on backs of letters. In corresponding positions drill 3/8" diameter holes (B) 2" deep into masonry and fill with quick setting cement. Place washer (C) and aluminum sleeves (D) of desired length over studs.

Press letter with projecting studs into cement-filled holes.

TYPE PM-10

Projected Mounting to Marble Granite, Limestone and Other Masonry



In corresponding positions with the stud holes in the backs of the letters, drill 1 1/2" deep holes in the masonry with No. 10 Rawl-drill or similar drill.

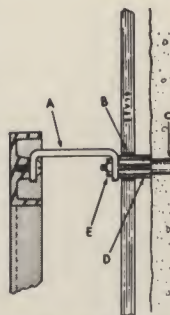
Insert Rawl-plug (B) into holes and

attach extension irons (A) with 1 1/2" long No. 10 R.H. brass wood screws (C).

Install studs (D) into tapped lugs in backs of letters and fasten to extension irons (A) with nuts as shown.

TYPE PM-7

Projected Mounting to Structural Glass.



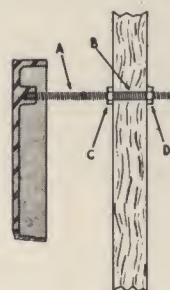
Attach extension irons (A) to backs of letters. Drill 1/2" diameter holes at corresponding positions in glass (B) and 3/8" diameter holes 3/4" deep in masonry into which expansion bolts (C) are set.

To prevent pressure against glass, place aluminum sleeves of sufficient length so that when forced against masonry they will project slightly beyond the face of glass.

Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (E). It is advisable that holes in glass be drilled at the factory, and that holes in masonry be drilled before glass is set.

TYPE PM-9

Projected Mounting to Backgrounds Accessible From the Back.



Install brass studs (A) in tapped lugs on backs of letters. Drill holes (B) in corresponding positions into background. Adjust nut (C) to desired position governing projection of letter. Insert studs (A) into holes (B) and fasten with nut (D).

TEMPLATES

It is important that holes in the background be drilled in exactly the positions which will correspond with those of the studs projecting from the backs of the letters.

For this reason it is advisable to make a templet indicating the positions in which these holes are to be drilled.

The first step in making the templet is to lay out the letters on a piece of heavy paper of the proper length. The letters are then carefully and properly spaced and an outline is made around the letters with pencil. Studs are then installed into the backs of the letters and the letters are placed carefully over the pencil outlines.

The position of the studs is then marked on the paper with pencil, or the letter is pressed down so that the studs leave an impression in the paper. These marks or impressions then indicate the exact spots in which the holes are to be drilled in the background.

The paper templet is taken to the job, placed in its proper position on the background, and the holes are drilled.

If desired we can furnish a templet with the order for an additional cost of \$1.00 to \$2.00 per letter.

Should you encounter any installation problems which cannot be covered with the standard methods illustrated, our engineering staff will be happy to help you.

specifications for cast letters

PRIMED ALUMINUM letters are made of No. 43 alloy Alcoa aluminum. Edges and faces are filed and ground smooth and a zinc chromate primer which affords the best adhesion for your subsequent air dry paint finishes is applied.

BAKED ENAMEL letters are cast and prepared the same as the primed letters above. In addition they are completely finished in the best grade glossy exterior enamels baked for 3 to 6 hrs. at temperatures of 325° to 375° F. to insure long life of the finish.

POLISHED ALUMINUM letters are made of virgin No. F-214 Alcoa aluminum and are ready for installation. The aluminum castings are filed and ground smooth to remove the sand texture after which the faces are polished and buffed to a high lustre. For greater contrast edges are not polished but are filed and ground smooth. To retain the mirror-like finish of the face it is advisable that the letters be cleaned and polished within thirty day intervals.

SPANJER STANDARD aluminite letters are cast in virgin No. F-214 Alcoa aluminum. The castings are filed and ground smooth to remove the sand texture after which the faces are polished and buffed to a high lustre. For greater contrast the edges are not polished but are filed and ground smooth. All surfaces are given an Aluminite* finish. This is a patented anodic oxide coating, hard and glass-like in texture, which retards corrosion better than any other known process.

The use of the special No. F-214 alloy recommended by Aluminum Company of America for aluminizing produces a bright and silvery finish which matches in color the extruded aluminum trim used on modern store fronts. Spanjer Standard are the highest quality letters produced.

COMMERCIAL ALUMINUM letters are cast in the same virgin No. F-214 alloy as Spanjer Standard letters described above.

The faces, however, are not buffed but are ground flat and satin finished. The edges are cast smooth, filed only where needed. All surfaces are given the identical aluminite treatment described above and the use of the F-214 alloy produces a bright and silvery aluminite finish which is not obtainable in other alloys.

SATIN BRONZE letters are cast of an alloy composed of 85% copper, 5% tin, 5% lead and 5% zinc. Like the aluminum letters, they are first filed and ground smooth to remove the scale and sand texture. Then a beautiful satin finish is applied on the face with special equipment and abrasives. The edges are not polished but are filed and ground smooth. Because bronze has a tendency to rapidly oxidize and discolor, a coat of very best exterior grade lacquer is applied at the plant. To preserve this finish the letters should be cleaned within 30-day intervals and relacquered as soon as the coating shows the first sign of disintegration.

OXIDIZED BRONZE letters are cast of the same alloy as above. The faces are ground smooth but are not buffed. The edges are filed where needed and sandblasted. The letters are then oxidized to a rich deep statuary color and clear lacquered to prevent staining of the finish thru handling.

ALL DIMENSIONS for cast metal letters are subject to a shrink tolerance of 5/32" per foot, plus or minus 1/16". If you furnish full size drawings to us, they will be used as working details for the production of the casting patterns. Should it be imperative that the specified dimensions be maintained, the shrinkage allowance should be compensated for by you in your full size drawings.

how to order

WHEN ORDERING please mention Price List M-50, giving style of letter, size, material and finish. If you will specify size of space in which letters are to be used, we will check to see that sizes chosen will fit properly.

HARDWARE AND MOUNTING—Please specify manner in which letters are to be mounted, and what hardware, if any, you want us to include with the order.

RETURNED GOODS—No metal letters, stock or special, may be returned for credit without our written permission.

CREDIT—Terms to customers of established credit rating are 1/10 net 30. When no credit has been established material will be shipped C.O.D., and a deposit of 50% is required with order.

SHIPMENTS—All metal letters are shipped F.O.B. our Chicago plant, via Railway Express unless you give other instructions on your order.

CALL ON US—for help in solving any of your raised letter problems. We shall be happy to help you.

*Patented by Aluminum Company of America

**SPANJER
LEADERSHIP
FOR OVER
50 YEARS**

Use This Handy Metal Letter Guide Book... Often!



SPANJER BROTHERS . . . *leads the way*

For over fifty years Spanjer-made raised letters have been a standard of quality for the entire sign field. Yes, Spanjer Brothers *sets the pace*.

Spanjer skilled craftsmen take pride in turning out high quality, prestige-building wood and metal letters. Deliveries are prompt.

We want you to feel Spanjer's is your work shop . . . a production shop handling profit-making sign jobs for you.

Spanjer Letters Set the Standard

Courtesy, Long Sign Co., Detroit, Mich.



Courtesy, Wallie Werr Co., Tulsa, Okla.



Wood

LETTERS

Spanjer wood letters need no introduction here. These fine raised letters are recognized as a standard of quality and value . . . everywhere. Spanjer craftsmen build sales appeal right into the attention-getting raised wood letters they turn out. Sign men, advertisers, architects, designers, and others look to Spanjer for prestige-building, sales-getting raised wood letters. NO job is too tough for Spanjer experts to tackle. Whether your need is for stock letters or special designs, you will increase your sales and build good will when you let Spanjer handle the raised letter job for you.



1160 NORTH HOWE STREET
CHICAGO 10, ILLINOIS

SPANJER BROTHERS INCORPORATED



267 MOUNT PLEASANT AVENUE
NEWARK 4, NEW JERSEY



For the

<https://archive.org/details/buildingtechnologyheritagelibrary>



Tulane
University

SOUTHEASTERN ARCHITECTURAL ARCHIVE
SPECIAL COLLECTIONS
HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>



SPANJER BROTHERS INCORPORATED

1160 NORTH HOWE STREET
CHICAGO 10, ILLINOIS



267 MOUNT PLEASANT AVENUE
NEWARK 4, NEW JERSEY